



# Recycle This! Newsletter

*Newsletter of the Maine State Planning Office, Waste Management & Recycling Program \* December 2001*

## Maine Recycles Week 2001 - And the Winners Are....

### Municipal Campaign Contest

As part of MRW 2001, the Steering Committee developed the Municipal Campaign Contest, challenging municipalities to create and implement educational campaigns to promote recycling and buying recycled during Maine Recycles Week. From the eleven municipal entities that officially participated in the contest, the Steering Committee selected the top 7 participants to receive MRW prizes.

The Municipal Campaign Contest winners (from first place down) are: Lewiston, Bridgton, Unity, Presque Isle, Grand Isle, Tri-Town, and Brunswick. Winning towns will be allowed to choose their prizes in the order that they ranked in the contest. Prizes include a \$500 merchandise credit at LL Bean, a \$500 credit toward recycled product from Commercial Paving & Recycling, 2 registration packages for the MRRRA Annual Solid Waste Conference, 2 separate ski packages at Sunday River Ski resort, and \$75 worth of paint from the Maine Housing and Building Materials Exchange.



*For a complete listing of  
Maine Recycles Week 2001  
Events and Sponsors,  
please visit the web site at  
[www.recyclemaine.com](http://www.recyclemaine.com)*

### MRW 2001 Poster Contest

The Steering Committee received 622 entries in the MRW 2001 Poster Contest. The committee reviewed all of the entries and chose 14 pieces to be included in the *Recycle Maine! 2002 Calendar*. The poster pictured to the right was chosen as the top entry and will appear on the Maine Recycles Week 2002 poster as well as the cover of the 2002 calendar. To view all of the selected entries, visit the web site at [www.recyclemaine.com](http://www.recyclemaine.com) **AND** look for your copy of the calendar in the mail in late December!



**"Take Time to Recycle"** by Hayley, Grade 8,  
Camden-Rockport Middle School

### School Participation Contest

Over 30 schools from all over the state participated in Maine Recycles Week 2001. Participation varied greatly from school to school and ranged from simple participation in the Poster Contest, to complex multi-grade celebrations and the creation of new recycling programs.

The Steering Committee reviewed all school participation and selected the top 3 schools to receive the \$500 grand prize awards. From the remaining schools, the Steering Committee randomly drew the names of 5 schools to receive \$100 cash prizes and two additional schools to receive free presentations of "Too Much Trash" from the Chewonki Foundation. Congratulations to the following winners:

**\$500 Prizes:** Stratton Elementary School, Auburn Middle School, Gardiner Area High School

**\$100 Prizes:** Hiram Elementary School, Holy Cross School (Lewiston), Camden-Rockport Middle School, Aucocisco (South Portland), Georgetown Central School

**Chewonki Presentations:** Notre Dame de Lourdes School (Saco), Mt. Vernon Elementary School

Morris stated the primary reasons for doing something about HHW as: increasing safety in the home by eliminating the presence of items that could cause life threatening accidents, protecting the environment from improper or illegal disposal, and worker safety concerns for those who are handling trash or others who might be exposed through accidental release. He then went on to outline the basic steps involved in holding an HHW collection event. The group discussed these steps, their challenges, and options. According to Morris, the main goal for the meeting was to encourage towns to consider budgeting for HHW next year.

*What happens to the waste  
generated by the other  
98.5% of the population?*

He stated that, from the participant's viewpoint, events needed to be convenient, accessible, predictable, available, take all waste, and provide assistance to less mobile residents. He said that the degree of effort put into public education and event promotion significantly affects participation rate. It is the "gas pedal" on the event, and that public relations can in fact be fine-tuned to reach the desired budget level for the collection event. Other factors affecting participation levels are distance to travel, materials collected, weather, time of year, competition for attention, build up of demand, day of the week, length of wait at event, and any registration requirements.

## Lincoln County to host similar gathering

An informational meeting for Lincoln County towns to discuss HHW Management Options will be held at the Lincoln County Communications Center at the Courthouse Complex at Wednesday, December 19<sup>th</sup>, 2001 at 6:00pm. All municipal and county officials and interested citizens are invited to attend.

For more information, contact Sam Morris at 207-287-8054 or [sam.morris@state.me.us](mailto:sam.morris@state.me.us).



After several requests for sample waste ordinances, SPO has begun to offer them online. There are fourteen ordinances now online including a sample ordinance. These ordinances can be used to set regulations on waste/recycling issues in your community. The sample waste ordinances have come directly from the communities or from their web sites. Just look for the “waste ordinances” link on our homepage at [www.recyclemaine.com](http://www.recyclemaine.com). If you

want more information on waste ordinances or would like to post your waste ordinance on our web site contact Tom Miragliuolo at 1-800-662-4545.

## Help SPO Update the Waste Management Services Directory

The State Planning Office (SPO) is updating its Waste Management Services Directory. This directory includes information on businesses that can assist municipalities with their waste management options. It is Maine's only service directory for recycling-related businesses.

The last edition included nearly 250 businesses, but we are trying to include all businesses that are available to assist municipalities and businesses in implementing various solid waste management programs. If you are aware of a local company that provides recycling related services and/or products, please notify George MacDonald at 287-5759 so we can contact the firm for more information.

We intend to have the updated directory information placed on our web site in a searchable database format. You can visit our web site at [www.recyclemaine.com](http://www.recyclemaine.com) to see the current directory.

## 'Plastics Study Group' convened.....

This past legislative session, the Joint Standing Committee on Natural Resources supported a resolve to create a Commission to 'Develop a Comprehensive Plan to Reduce Toxic Emissions and Expand Plastics Recycling'. The intended focus of this Commission was to look at ways to increase plastics recycling and reduce the toxic emissions that result from the incineration of certain plastic resins. However, that Commission was not funded but the State Planning Office agreed to undertake this effort and utilize the proposed membership in that study. Membership of the study group includes legislators, municipal and private sector trade association representatives and state agencies.

### Issues being considered include:

- Undertake an analysis of plastics generation by type and current method of disposal;
- Study the feasibility of expanding the State's bottle deposit laws to include containers made of high density polyethylene, polyethylene-terephthalate or polyvinyl chloride;
- Study the feasibility of reducing the toxicity of waste, including the diversion of polyvinyl chloride from incineration;
- Recommend market-based recycling opportunities for plastics
- Recommend incentives for expanded in-state end uses for plastics



The 'Plastics Study Group' has met twice and anticipates several more meetings before completing its work later next year.

## Tons Per Person: A New Way to Evaluate Recycling

SPO has added a new statistical tool to evaluate solid waste generation and recycling efforts: TONS PER PERSON. Beginning with 2000 solid waste and recycling data submitted by municipalities, 'tons per person' were calculated for residential trash, residential recycling, bulky waste, bulky recycling and total municipal solid waste (MSW). In November, an analysis of each town's and region's 2000 data was prepared and sent to the towns and regions. 2000 US Census population data was used in the calculations.



One can compare their town's or region's residential recycling efforts 'per person' with the statewide average of .0711 tons per person or perhaps their residential trash generation rate with statewide average residential trash generation of .4287 tons per person. Using these new statistics, one is able to see how a particular town or region compares with the statewide average. For example, it often shows that a community with an above average residential recycling tons per person, and below average residential trash per person, had a high recycling rate. However, in other cases, the calculated residential trash per person may indicate that some of the residential waste was not counted by the community because it was collected by private haulers and taken directly to an incinerator or landfill.

Take an opportunity to review your community's 2000 Analysis and compare your community 'tons per person' statistics with the statewide average.

Maine State Planning Office  
Waste Management & Recycling Program  
38 State House Station  
Augusta, ME 04333-0038  
1-800-662-4545 or 207-287-8050  
[www.recyclemaine.com](http://www.recyclemaine.com)

## Governor's Waste Reduction Awards



Yes, it's that time of year again - time to begin thinking about nominations for the 2002 Governor's Waste Reduction Awards. Sponsored by the State Planning Office, these awards are designed to recognize outstanding efforts by public organizations to promote solid waste reduction efforts in Maine.

Public Sector nominees include municipalities, local regional associations, non-profit organizations and state agencies. Waste reduction is defined as "the design, manufacture and use of products so as to reduce the quantity and/or toxicity of waste produced when the products reach the end of their useful lives."

If you know of an organization that should be recognized for their efforts in reducing waste generation, or would like more information, please contact George MacDonald at 287-5759 or send your nomination via e-mail at [george.macdonald@state.me.us](mailto:george.macdonald@state.me.us)

## Meet the Newest Member of the Waste Management & Recycling Team

Rhonda Cartlidge comes to SPO from the Department of Environmental Protection, where she worked in the Bureau of Remediation & Waste Management and the Bureau of Land & Water Quality. Rhonda will be providing support services for the Waste Management & Recycling Program. Her duties will include answering your phone calls, assisting with mailings and special projects, and fulfilling requests for publications. You may reach Rhonda at 287-8934 or via e-mail at [rhonda.cartlidge@state.me.us](mailto:rhonda.cartlidge@state.me.us)



*Happy Holidays from the  
Waste Management &  
Recycling Program!*